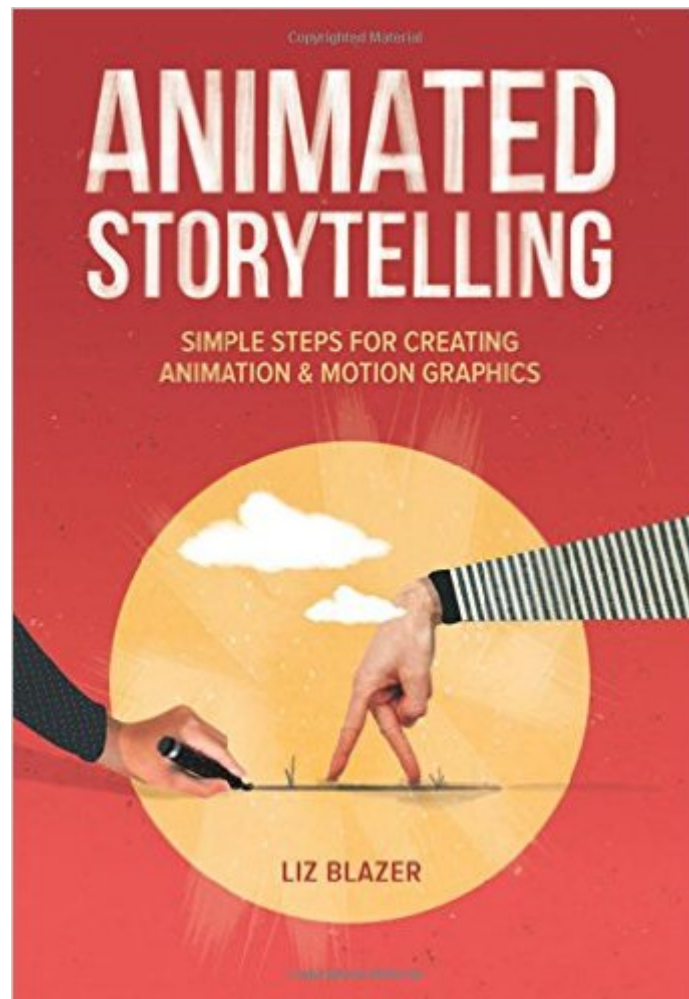# Animated Storytelling: Simple Steps For Creating Animation And Motion Graphics

Synopsis

Animation is a limitless medium for telling stories. Artists can create worlds, defy gravity, flip from factual to fantasy, and transport audiences to places they never imagined. The challenge is having the discipline to reel it in and be intentional about your storytelling choices. This book shows you how. In Animated Storytelling, youâ ™ll learn how to create memorable stories using animation and motion graphics by following 10 simple guidelines that take you through the stages of concept development, pre-production, storyboarding, and design. Award-winning animator Liz Blazer uses clear examples and easy-to-follow exercises to provide you with the instruction, encouragement, and tools you need to get your designs moving. Whether your goal is to create exciting shorts for film festivals, effective messaging for broadcast or online, or simply to gain a deeper understanding of the medium, Animated Storytelling simplifies the process of creating clear and engaging stories for animation and motion graphics so you can get started easily. In Animated Storytelling, youâ ™ll learn how to: Write a creative brief for your project Find and communicate your storyâ ™s big idea Create a tight story using linear and nonlinear story structures Use color to clarify and enrich your story Define the rules for your animated world, and commit to them Ease into the challenging task of animation Make the work you want to be hired to do Share your work with the world!

Book Information

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Customer Reviews

After reading this book, I feel the need to have a mini Liz Blazer perched on my shoulders during all my creative endeavors.Through the midst of wonderful refreshers from color theory and composition

of frame to the importance of audio and timing, thereâ ™s a lesson in particular that i think ALL CREATIVES NEED. She really teaches you to embrace our crazy, hectic, thought-stuffed minds. And gives you comprehensive and EASY steps that help you organize the chaos and DISCIPLINE YOUR CREATIVITY to make your work come to life with purpose, intention, and all of your creative juices flowing.Iâ ™d recommend this book to a seasoned professional, just as I would to a beginner starting out for the first time. If nothing else, its an incredible refresher and a visual feast with illustrations that are as quirky as some of Lizâ ™s great lines scattered throughout the book.

Animated Storytelling is a concisely written and beautifully deigned book that gives the reader a comprehensive look at the filmmaking process. It's kind of like having a mini film school in the palm of your hand! (Although it focuses on animation, I would argue that much of this book's information applies to live-action storytelling as well.) For the aspiring filmmaker, it serves as a workbook, taking the reader through the entire filmmaking process with pertinent and contemporary illustrations of the concepts being discussed as well as assignments that help the reader put those concepts to use in their own film. For the veteran, it serves as a great reference guide and creative-block-lifter: encouraging the reader to experiment and not be afraid of failure while reminding them of key techniques and concepts that can help elevate their work to a whole new level.As a side note, I believe this book would be a great educational companion piece to Richard Williams' "The Animator's Survival Kit" (see link below). As Williams' book delves into the nitty gritty and hard core mechanics of character animation, Blazer's book shows the reader how to combine that animation with design and storytelling to create a film. A great combo for any aspiring animated filmmaker!The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators

Talk about being inspired. I was looking forward to reading this book and I must say I am not disappointed. Animated Storytelling brings the teacher into your home. Its so easy to read and humorous at times. One of my favorite things about this book is the way Liz makes you think about the process of getting ideas. We all have it in us to tell stories, yes, but she makes you think of ways you never thought of to bring that idea to life. From story boarding through end result. The assignments keep you focused and help practice what you've learned. As a motion artist myself, we get so good about learning key frames and finding new plugins, but we become good at after effects not about telling a story. With Animated Storytelling, I've learned to step back, and see the clearer picture of an idea. So many well known motion designers work are showcased in this book and let

me tell you, it definitely makes you feel inspired. I'd highly recommend this if you're trying to get into motion graphics or are a professor teaching it. You won't be disappointed.

I didnâ ™t know what to expect when I picked up Animated Storytelling. I knew there was a shortage of books that talk about the workflow of animation, perhaps the principles of the art. Iâ ™ve been familiar with Pearsonâ ™s educational books for quite some time, and Iâ ™ve always found them well worded. When I read through this, this was no exception.You see, thereâ ™s a many resources that shows an animator what to draw, how to draw it, and the principles that bring it to life. This is not that kind of resource. This is a book for the up and coming Walt Disneys. This is the whole scope of the craft, as it is presently running. Not to mention, it does bring up fantastic points for motion graphic artists, which Iâ ™ve noticed there isnâ ™t much beyond the standard youtube tutorials that explain HOW to do something, not why.Yes, this is a book about WHY animators do the things they do in an animated feature/series. That, is a rare find in a resource nowadays.This is a book that teaches you to think, not just follow instructions. It goes over color theory, the reason for storyboards, the goal setting that an animator needs to be drivenâ | really, itâ ™s a book with direction for young animators, and direction is something sorely needed for students these days.

Walks you through how to make an animated project from the beginning. Easy to follow, and the assignments are useful and easy enough to accomplish. Highly recommend for anyone who wants to get into animation and really learn the process.

Animated Storytelling is very direct and logically laid out in terms of design process, which I really appreciate as an instructor and I think students will appreciate even more. What I think is most helpful is that it was written by a designer of practice, which is often overlooked in technique books. Too often, such books assemble a series of techniques, but they donâ ™t take into account the cumulative stages that a designer (and student) goes through as they work towards the completion of a project. This book does a very good job of aligning the information with the steps of producing a motion piece.

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